

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:		)	
	Mark A. Geiger	)	
Serial No.:	09/871,493	)	Art Unit
		)	2621
Filed:	May 31, 2001	)	
		)	Conf. No.
For:	ELECTRONIC SHOPPING CART DISPLAY SYSTEM	)	9598
		)	
Examiner:	David J. Czekaj	)	

**AMENDMENT AND RESPONSE**

MAIL STOP: AMENDMENT  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This correspondence is responsive to the Office Action mailed September 18, 2006 for the above-referenced application. The following Response addresses every rejection set forth in the Office Action, thus placing the application in condition for allowance. Pursuant to 37 C.F.R. § 1.114 please continue examination and amend the above-referenced patent application as follows.